**Career Academy Integrated Unit Plan**

**Academy Name: Academy of Entertainment, Sports, and Marketing**

**School: New Smyrna Beach Senior High**

**Date Created: 6-8-11**

**Created by: Gerald Fuller and Dan Hargrave**

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| Integrated Unit Plan Title: The Price is Right |
| Courses to integrate: Principles of Entrepreneurship |
| Grade Level: 12 |
| Timeline & Duration: |

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| Unit Summary:  Students learn how businesses calculate their profits and losses. They consider the different types of costs that businesses incur  and learn how to conduct a break-even analysis. Students determine the price for a product or service based on the costs of bringing that product or service to the consumer. Finally, they look at the concept of supply and demand and its effect on price. By the end of this activity, students  understand how businesses make financially sound decisions and maximize profit. |

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| **Overview of Activities/Lessons per Course** | | | | |
| Activity/Lesson  Economics | Understanding the law of Demand | Understanding Elasticity of Demand | Understanding the law of Supply and Cost of Production | Combining Supply and Demand |
| Activity/Lesson  Principles of Entrepreneurship | Determining the costs involved in running a business | Understanding how factors such as surpluses, shortages, government regulations and incentives can influence supply, demand and price. | Use cost data activity to calculate profit, cost per unit, and break-even point |  |

**Lesson Instructions for Economics (course):**

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| **Standards (Performance Tasks or Course Frameworks or Sunshine State Standards ):**  **Rigor & Relevance (quadrant):**  SS.912.E.2.4  SS.912.E.1.7  SS.912.E.1.4  SS.912.E.3.6 |
| **Instructions to Teacher:**   1. Guide students through the sections in their textbooks on demand, supply and prices 2. Formatively asses students throughout the sections to check for understanding on these concepts 3. Deepen/reinforce the students understanding of the connections that these concepts have on the activity that they will be working on in their entrepreneurship class. |
| **Instructions to Students:**   1. Read and complete all assignments that are assigned for Chapters 4, 5, and 6 of the Principles in Action Economics textbook |
| **Instructions for Student Accommodations:**  Use the Section Reading Support Transparency system for your struggling readers and ELL students  Also use guided reading and review worksheets for any of your students that you feel need them. |
| **Assessment for Activity:**  **Unit summative assessment which will come from a traditional multiple choice test.** |
| **Approximate Length of Time for Activity:**  two weeks |
| **Materials Needed:**  Prentice Hall Economics: Principles in Action textbook  Microsoft PowerPoint  FordPas Planning for Business Success Module |
| **Resources Needed:**  Computers with access to Internet and Printer |
| Attachments: |

**Lesson Instructions for Principles of Entreperneurship**

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| **Standards (Performance Tasks or Course Frameworks or Sunshine State Standards ):**  **Rigor & Relevance (quadrant):**   1. **Identify principles of pricing--The student will be able to:**    1. **Define selling price, fixed costs, variable costs, elastic demand, inelastic demand, price fixing, bait-and-switch advertising.**    2. **Identify factors that affect selling price (e.g., target market, competition, government regulations, economic conditions, supply and demand).**    3. **Describe how the cost of goods sold influences selling price.**    4. **Define break-even point, fixed expenses, and variable expenses.** |
| **Instructions to Teacher:**  Use the Ford Pas Planning for Business Success teachers guide (activity 3) to guide you through the process of preparing for all of the things necessary for this unit. |
| **Instructions to Students:**  Use the Ford Pas Planning for Business Success Student guide (activity 3) to guide you through the step by step process of this unit. |
| **Instructions for Student Accommodations:**  Mix students into groups with different levels of students so that there will be a good balance for all to be successful. |
| **Assessment for Activity:**  Completion of all of the lessons within the activity and the supply and demand story |
| **Approximate Length of Time for Activity:**  2 weeks |
| **Materials Needed:**  **Ford Pas Module 7 student guide**  Chart Paper and Markers  Copies of RM 3.1 Outside the Concert Hall Role Play 1: Supply > Demand  Copies of RM3.2 Outside the Concert Hall Role Play 2: Supply < Demand  Mock money  Mock concert tickets |
| **Resources Needed:**  Computer access with printer and internet |
| Attachments: |